

Utah Office of Tourism Board Meeting

Conference Call
July 31, 2007
12:15 p.m.

Present

Board Members

Kim McClelland
Hans Fuegi
Steve Burr
Georgianna Knudson

Bob Syrett
Frank Jones
Pam Hilton

Staff

Leigh von der Esch
Mike Deaver
Tracie Cayford
Dave Williams
Kelly Day
Barbara Bloedorn
Stan Nance

Call to Order

After the participants identified themselves, Leigh discussed the request for appropriation of monies for advertising in conjunction with a non-stop flight to Europe.

The UOT would like to re-allocate monies which are remaining from last years budget plus interest for \$300,000 in out of state advertising that the UOT would control and put in appropriate publications that benefit the UOT as well as Delta to promote a non stop flight to Europe. An additional \$250,000 will be allocated as a cash contribution from the 07/08 advertising initiatives monies to be used for promotion, and the UOT would dedicate \$100,000, from office operations for in-kind marketing efforts in support of a flight to Europe.

Motion: Georgianna made a motion to approve the funding. Hans seconded the motion and it passed unanimously.